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UNITED STATES DEPARTMENT OF AGRICULTURE

PRODUCTION AND MARKETING ADMINISTRATION

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U. S. DEPARTMENT OF AGRICULTURE

AGRICULTURAL MARKETING

(Script No. 1
For use During Period June 23--July 5, 1947)

SUBJECT: Home Food Preservation

ANNOUNCER: The process of moving America's food from farm to table is of direct concern to everyone. Today Station _____ presents one of a series of broadcasts designed to tell farm people and city people more about various phases of this process and to bring you up-to-date information about the latest developments in the marketing of our farm products...With us in the studio today is _____, of the _____ office of the Production and Marketing Administration ..I understand, _____, that you have some news for us about home food preservation.

PMA: Yes, _____, I have. This is the time of the year when homemakers begin to think about putting up part of our summer bounty of fruits and vegetables...

ANNOUNCER: A very timely topic, I'd say ..particularly now that sugar rationing is ended.

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PMA: And, since the period June 22 through June 28 was set as Home Food Preservation Week by the U. S. Department of Agriculture, I thought that I would pass along to our listeners today some of the "whys" and "hows" of home canning this year.

ANNOUNCER: Now...as to why home canning is a good idea I imagine that the first and best reason is that preserved fruits and vegetables will taste mighty good to us during the winter.

PMA: Right you are. Every jar or can of food that is put up during the coming weeks, when fresh produce supplies are large, will be very welcome later in the year when fruits and vegetables are less plentiful and usually higher in price.

ANNOUNCER: That money-saving angle is always important to homemakers. And in these days of high living costs it becomes even more so.

PMA: Home canning is economical for another reason too. It helps conserve food that might otherwise go to waste.

ANNOUNCER: All right. So far we have three pretty good reasons why home food preservation is so important. Any others, _____?

PMA: Yes there's one other...and a very important one. In setting aside the period from June 22 through June 28 for Home Food Preservation Week, the Department of Agriculture tried to bring the average homemaker's attention to the opportunity she has of improving the nutritive value and variety of meals she serves.

ANNOUNCER: In other words, home food preservation is the secret of how to keep serving healthy, balanced, and economical meals throughout the year.

PMA: Exactly. A few weeks ago, the Secretary of Agriculture summed this up very well. He said that "the wartime gains we have made in nutrition through ~~home~~ food preservation and other activities should be maintained and encouraged further. Through Home Food Preservation homemakers can assure more nutritious meals for their families the year around. This will help materially in improving national dietary standards."

ANNOUNCER: I think that everyone will agree that putting up fruits and vegetables at home is a good idea because it's thrifty and avoids waste and because it means having winter mealsthat taste good and are good for you.

PMA: And for all those reasons this is the time for home-makers in this part of the country to make plans about what they are going to preserve and how they will do it from now on through the autumn months.

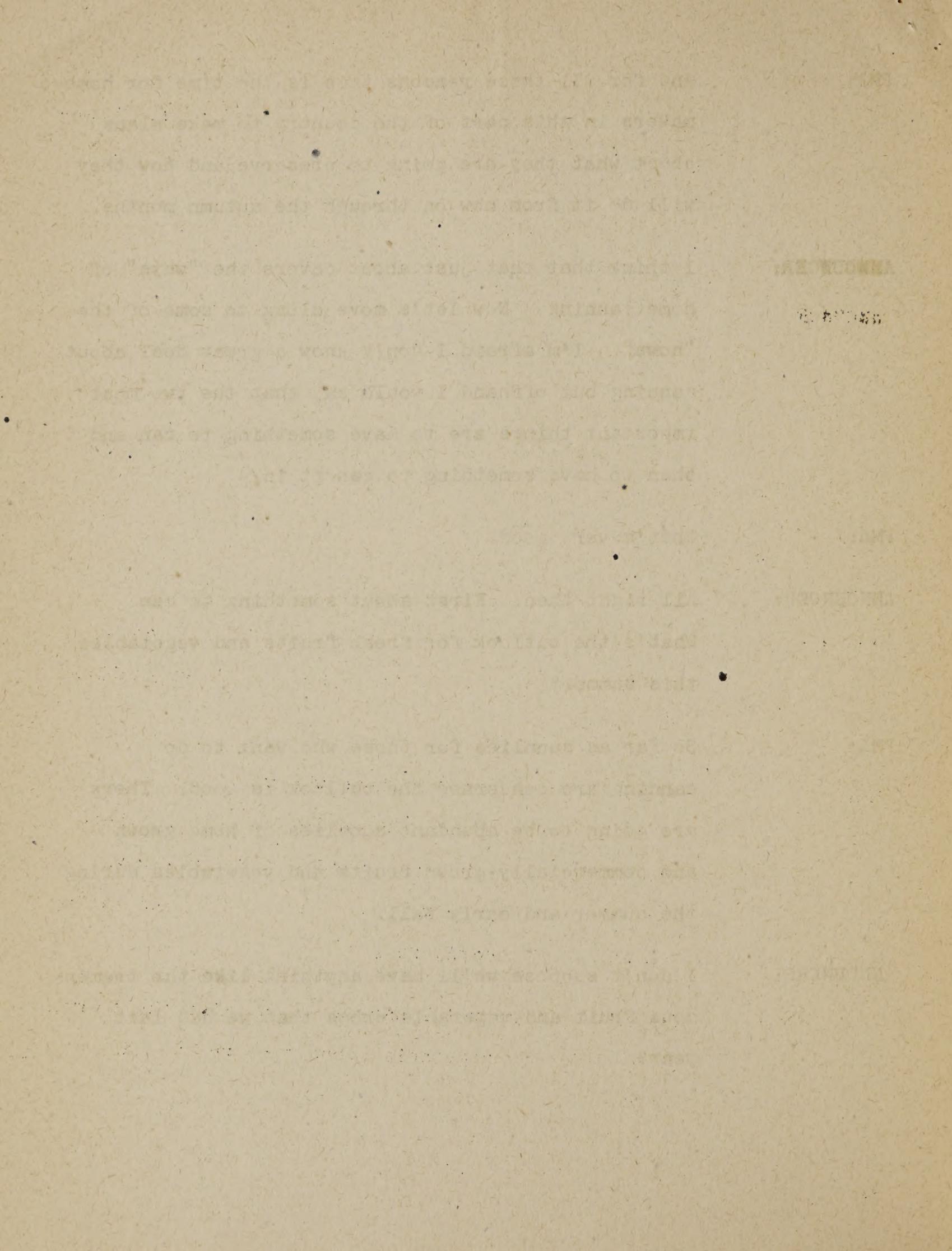
ANNOUNCER: I think that that just about covers the "whys" of home canning. Now let's move along to some of the "hows". I'm afraid I don't know a great deal about canning but offhand I would say that the two most important things are to have something to can and then to have something to can it in!

PMA: That's very good.

ANNOUNCER: All right then. First about something to can. What's the outlook for fresh fruits and vegetables this summer?

PMA: So far as supplies for those who want to do canning are concerned the outlook is good. There are going to be abundant supplies of home-grown and commercially-grown fruits and vegetables during the summer and early fall.

ANNOUNCER: I don't suppose we'll have anything like the tremendous fruit and vegetable crops that we had last year?



PMA: Not for vegetables at any rate. As you probably know, the summer growing season is running one to three weeks later than usual. The latest estimates of the Department are that summer truck crops will probably run about 14 percent under what we had last year. But even so, it will still be an above-average crop...11 percent above average is what the economists predict.

ANNOUNCER: Then that means that there will be plenty of vegetables to can, especially for those who have their own gardens.

PMA: I'm glad you mentioned that because I wanted to remind any home gardeners who might be listening that there is still time to plant most garden vegetables and to make successive plantings throughout the summer.

ANNOUNCER: I suppose a lot of people have fallen behind in their gardening because of the bad weather we have had recently.

PMA: Yes, but as I said a moment ago, there is still time to plant most garden crops. Incidentally, the very fact that the planting season is running somewhat later than usual is all the more reason why we should build up our national vegetable supplies through home gardens. Then, too, growers of commercial truck crops for processing have also been delayed in their field work by bad weather. While this delay probably won't seriously affect the relatively heavy commercial packs of fruits and vegetables that are expected this year, preservation of food from home gardens will help build up the supplies available to individual families.

ANNOUNCER:

I think, _____ you ought to point out to our listeners that by canning produce from their own gardens they are really making a double saving.

PMA:

That's right, and I'm glad you reminded me of that. They save first of all by growing their own produce instead of buying it. And then they save by laying up stocks for the winter months and avoiding waste.

ANNOUNCER:

But that puts us only half way through the subject of what foods will be available to home canners this year. I'm a dessert enthusiast myself so I'm interested in what my chances are of getting some preserved fruits for dessert next winter.

PMA:

Your chances are pretty good. The Bureau of Agricultural Economics estimates that total deciduous fruit production will be almost as large as last year...we had a record deciduous fruit crop in 1946, you may remember.

ANNOUNCER:

Deciduous fruits cover practically everything but citrus, don't they?

PMA:

Yes. But let's get more specific about prospects for individual fruits. What's your favorite canned fruit, _____?

ANNOUNCER:

Now don't try to pin me down...I go for them all... But peaches are among my favorites.

PMA:

Then you're in luck...because peaches are expected to reach a new high this year.

ANNOUNCER: Saaay...that would be about the third year in succession that we've had a record-breaking peach crop.

PMA: So it will...Peaches are favorites for canning with almost every family and no one is going to have any trouble finding enough to satisfy his or her taste.

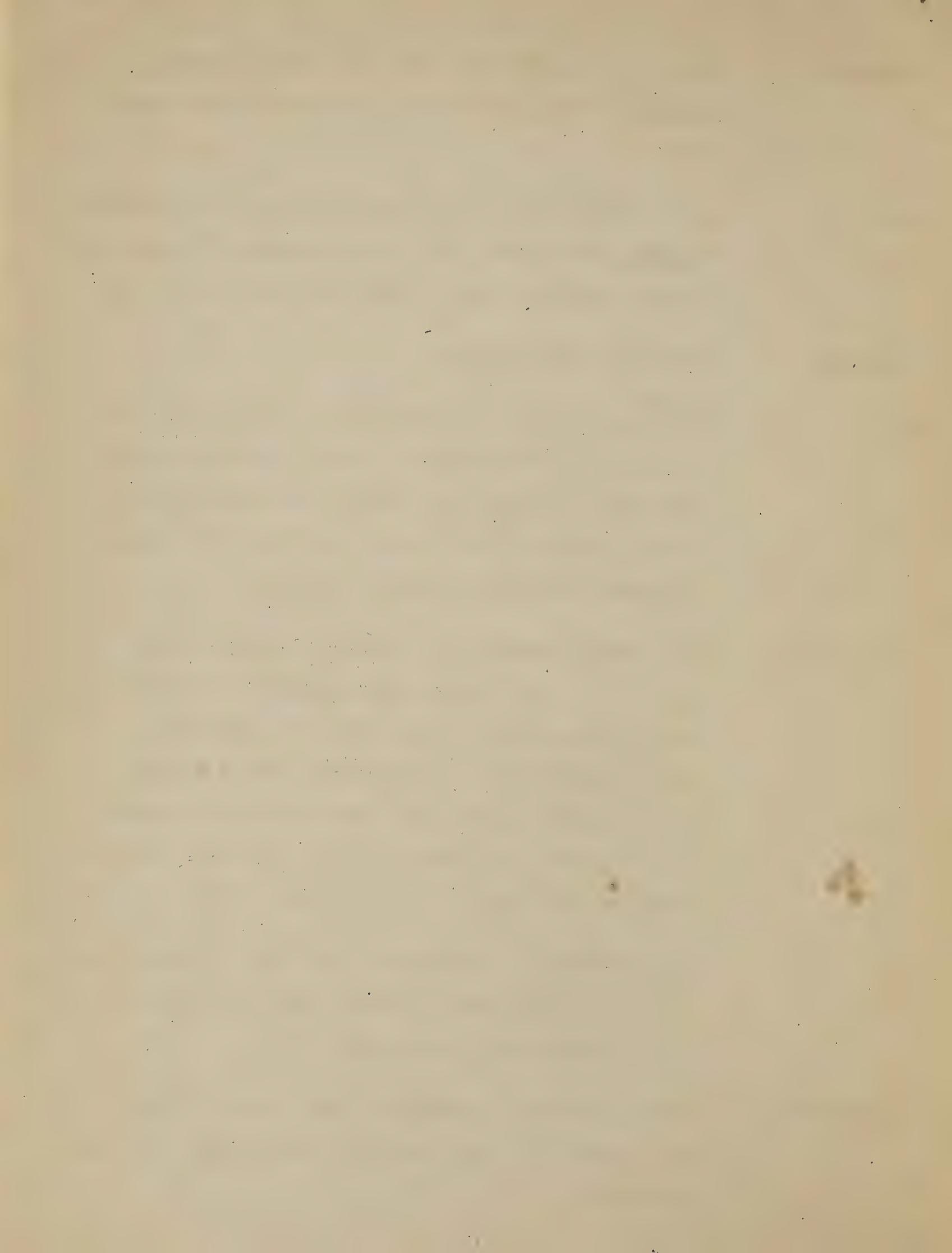
ANNOUNCER: How about other fruits?

PMA: There are good prospects for most of those too. Crops of pears and plums will be among the largest we've ever had...and apricots will be above average. So you see there will be plenty of fruit for canning and enough variety to please everyone.

ANNOUNCER: That should answer the question of what to can, _____ . And since sugar supplies are almost normal there should be no hitch in anybody's preservation plans because of a lack of sugar. So I suggest that we look into our second requirement for home food preservation...that is --- the supplies and equipment to do canning with.

PMA: No one should be stymied on that score either. It looks now as if there will be plenty of glass jars --- both pint and quart sizes.

ANNOUNCER: During the war, I remember, home canners were plagued with the shortage of rubber rings for these glass jars.



PMA: That's ancient history now. More natural rubber is being made available to manufacturers so we don't expect that there will be shortages of rubber rings or self-sealing jar tops.

ANNOUNCER: Does the same hold true for tin cans?

PMA: Now that's something else again. Spot shortages of tin cans are likely to develop in some areas. Dealers will probably buy enough tin containers to cover the sales they expect to make. When these are gone, they're not likely to buy more unless there's a real demand.

ANNOUNCER: So if the home canner waits until the last minute to buy tin cans for preserving food she may find her dealer out of stock.

PMA: The rule for all canning supplies is to get them ready early. Take pressure canners for example...

ANNOUNCER: I was just going to ask you about supplies of pressure canners. They certainly are a big help to anyone who is putting up food at home.

PMA: Well, makers of pressure canners are turning out both seven and fourteen quart sizes as fast as they can get raw materials. But the bottleneck appears to be in these raw materials. Since there probably still won't be enough pressure canners for all who want them, I advise homemakers to place their orders early.

ANNOUNCER: All of this timely information should be of great help to the women who will do canning at home. But I'm sure that there are many ladies listening in today who feel that they don't have adequate facilities to do canning in their own home. I know that in the past many of them have used community canning centers. Will these centers be operating on the same basis this year, _____?

PMA: Yes they will, _____. Last year there were about 6,000 community canning centers in the country and we expect that they'll operate on about the same scale this year. As you say, these community centers provide a wonderful way for women to put up food if they can't do it at home.

ANNOUNCER: Some of our listeners may not be acquainted with the way community canneries operate. Would you mind describing them briefly?

PMA: Not at all. Actually a community cannery is simply a place where a group of women...and men --- lots of men use community canneries, you know...get together to share the expense and work of preserving seasonally plentiful foods. The project may be located in the back room of the local schoolhouse or it may be in a specially-equipped plant. And the equipment may range all the way from the simplest pressure canner to elaborate steam retorts and can sealers.

ANNOUNCER: Are there any community canneries in the _____ area, _____?

PMA: Yes. (Give names and locations of nearest community canneries.) By the way, anyone wishing more information about community canning projects can write me at my office.

ANNOUNCER: That's a fine idea. Just as a reminder the name is _____ and the address is _____. I'm sure many of our listeners are going to take you up on that offer, _____. I know that one of the great advantages of community canning projects is that they usually provide for a certain amount of expert supervision and guidance. And that, of course, means that they are efficient and safe places to put up canned food.

PMA: That's right, _____. I know that our time is running short but while we're on the subject of safety and efficiency I want to say something about some good news that comes from the Bureau of Human Nutrition and Home Economics.

ANNOUNCER: I'm sure that we'll all be interested in that.

PMA: Well, after three years of intensive research the Bureau has come up with a scientific timing schedule for home canners to follow when putting up low-acid foods.

ANNOUNCER: Sounds interesting. Please go on.

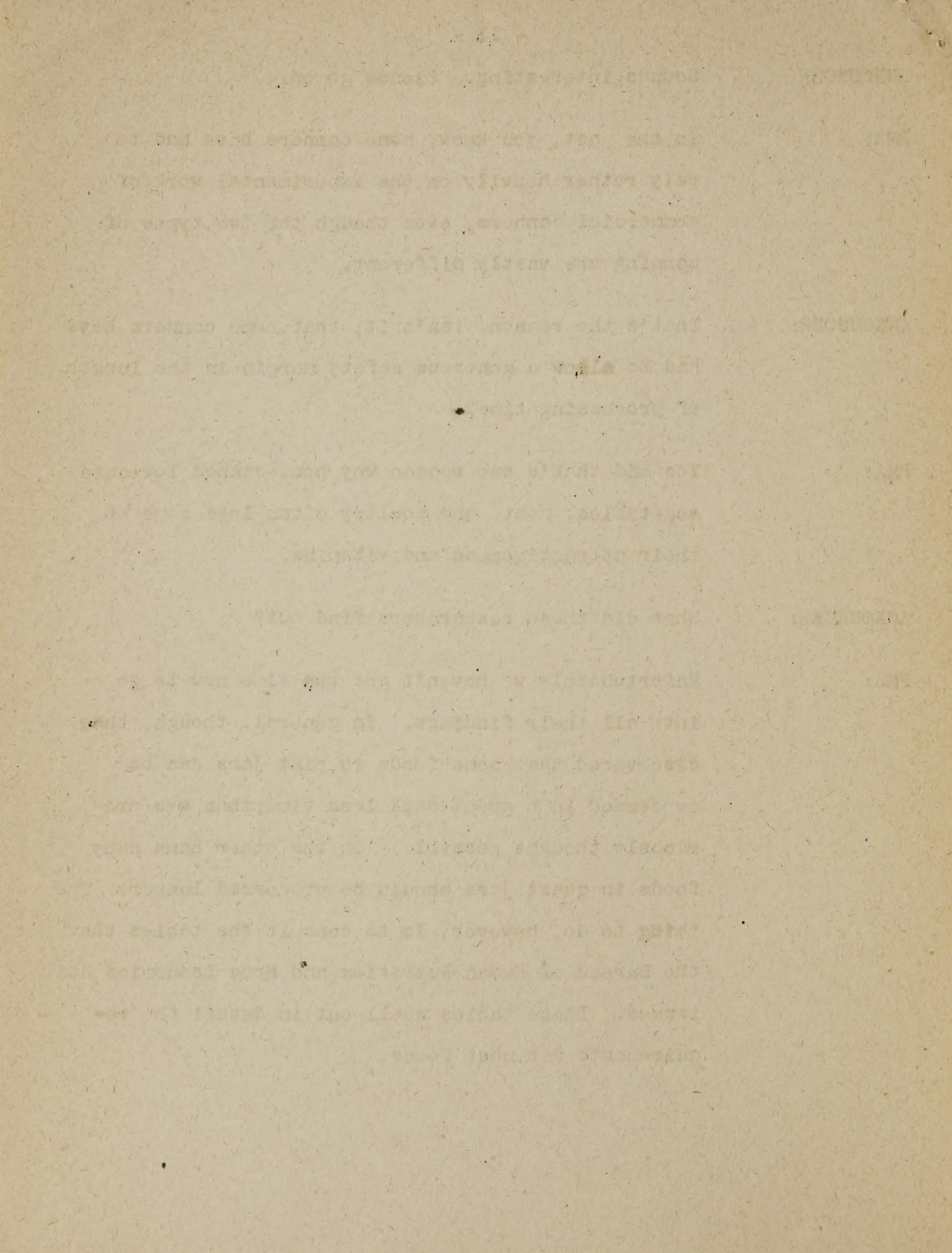
PMA: In the past, you know, home canners have had to rely rather heavily on the experimental work of commercial canners, even though the two types of canning are vastly different.

ANNOUNCER: That's the reason, isn't it, that home canners have had to ~~allow~~ a generous safety margin in the length of processing time?

PMA: Yes and that's one reason why home-canned low-acid vegetables, meat, and poultry often lose some of their attractiveness and vitamins.

ANNOUNCER: What did these researchers find out?

PMA: Unfortunately we haven't got the time now to go into all their findings. In general, though, they discovered that some foods in pint jars can be processed in a great deal less time than was previously thought possible. On the other hand many foods in quart jars should be processed longer. The thing to do, however, is to consult the tables that the Bureau of Human Nutrition and Home Economics has issued. These tables spell out in detail the requirements for most foods.



ANNOUNCER:

Many of the women tuned in today, I'm sure, will want to take advantage of this new information...

_____, I know that what you've told us today has been extremely valuable and interesting to our radio audience, and I want to thank you for spending this time with us.....Friends, you've been listening to _____, of the _____ office of the Production and Marketing Administration who has brought us information about the home food preservation program. This is one of a series of broadcasts about the marketing of American farm products brought to you as a public service by Station _____, in cooperation with the United States Department of Agriculture.

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